



# Customer use case: Two-way messaging reminders

## What were the challenges?

- A hospital was sending appointment reminders to patients using a one-way messaging solution.
- Patients were not able to cancel or reschedule appointments, by responding to these messages.
- The hospital had high did-not-attend (DNA) rates as a result.
- They needed a comprehensive solution that enabled them to send and receive messages from patients and route the message to the relevant department.

## Outcome

- Six per cent reduction in DNAs as patients were able to reschedule appointments via SMS.
- Used by multiple departments, including Outpatient, Inpatient, Mental Health, Pharmacy, Cardiology and Surgery.

*Your medical appointment  
is on 21/04/20 at 2pm. To  
confirm reply 1, to reschedule  
reply 2 and to cancel reply 3*

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For more information,  
get in touch at  
[smartmessaging@bt.com](mailto:smartmessaging@bt.com)  
[www.bt.com/smartmessaging](http://www.bt.com/smartmessaging)

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## Offices Worldwide

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